

# Bonde settles in at KAUR

Feet are "getting planted" and ideas are taking root at KAUR-fm during interim under newly-appointed general manager Brian Bonde.

Minutes of the Tuesday meeting of the KAUR-fm Advisory Board and discussion with Bonde revealed some of the ideas that are in the growing stages.

The budget appears to be a much less controversial issue, seemingly limited to discussion of the automatic price to be charged students next year.

In fact, Bonde asserted that budget problems are "cleared up" and that budget over-run problems "won't happen again as long as I am here."

He foresees no immediate requests by the station for increases in the budget; rather, he "prefer[s] to leave it [the budget] as it is."

**"There is a fine line between not doing anything and taking time to do it right." Brian Bonde**

Bonde further attempted to clear up the notion that budget specifics are "hidden; in the woods."

As he reached for a copy of the budget from his office bulletin board, he said that such a copy is always available -- up-to-date to the previous month -- to the public.

According to the July 1-Jan. 15, 1979, copy of KAUR expenditures, the balance is at \$6578.05. The total 1978-79 budget is \$12,500.

Bonde lauded efforts by the recently revamped KAUR Advisory Board to clear up the budget problems and control the station.

"The Advisory Board is super," he said. "It gives us a chance of knowing what's on students' minds and the administration's mind."

Another good thing about the Advisory Board, said Bonde, is that "none of us has to float around saying, 'Hey, what do I do?'"

The board, said Bonde, which consists of Dr. Charles Balcer, Clara Lee, Chester Whitney, Tom Kiltan, Eugenia Hartig, Bonde, Paul Sichko, Chas Pahlmeyer, Nancy Her-

richsen and Gary Hawes, has a number of roles.

These roles include giving advice, exerting some control over the station and serving as a way of getting things done.

Bonde seemed optimistic that a clearer channel of communication could be maintained between the administration and KAUR with better handling of budget matters.

Besides budget matters, personnel changes were a subject of some discussion at the Tuesday meeting.

Bonde foresees no major changes in executive positions, although a search for a new music director is now in progress following resignation of Bruce Fischer, who resigned in order to accept a full-time job radio station KLYX-fm.

A more tangible change for listeners is that regarding format.

Although format during interim is similar to that of last semester, Bonde said that is due to a necessary amount of "settling in" on his part.

"There is a fine line between not doing anything and taking time to do it right," he explained.

Emphasis will be on making KAUR a cultural and educational alternative.

Bonde said a number of people have come up to him and have said they're not hearing the "top-40." But, he said, KAUR-fm is "not trying to compete" with commercial stations.

Highlights of the format include ABC news shows, locally-prepared news shows, chapel broadcast, "Just Jazz," "Virgin Vinyl," "Kaleidoscope," the audio version of "Issues and Answers" and possible broadcast of concerts and recitals from Kresge Recital Hall.

Bonde hopes to increase the size of the KAUR audience, although he is wary of using the word "promotion" because of commercial connotations.

Rather, he hopes to "increase awareness" of the station by plugs over the air and with memos to students and faculty.

He urged students to "stop up and see" the facilities and personnel whenever they have the energy to trek up to fourth floor of Old Main.



Brian Bonde returns to Augustana for second semester as general manager of KAUR-fm following a semester spent with the "Up with People" group. Bonde is now up in the fourth floor of Old Main in station headquarters.

## McAdaragh lands position with new weekly paper

Former Augustana *Mirror* editor, Jim McAdaragh, has been named associate editor of a new city publication, *Sioux Falls This Week*. The weekly newspaper is scheduled to begin circulation the first week of March.

Said McAdaragh, "I took the job when it was offered to me because it was a weekly paper. I can spend more time on stories that interest me and work on them more in depth."

The new paper will be oriented toward neighborhood news items. The expected circulation is 50,000, with free distribution to subscribers.

McAdaragh's duties as associate editor will include writing, layout, assigning stories to freelance writers, editing and photography. As one of two full-time employees on the staff, McAdaragh expects to be very busy.

"I am excited about this position. It makes my palms a little sweaty to know that I am responsible for a newspaper with a circulation of 50,000 instead of 2000. That's a big step."